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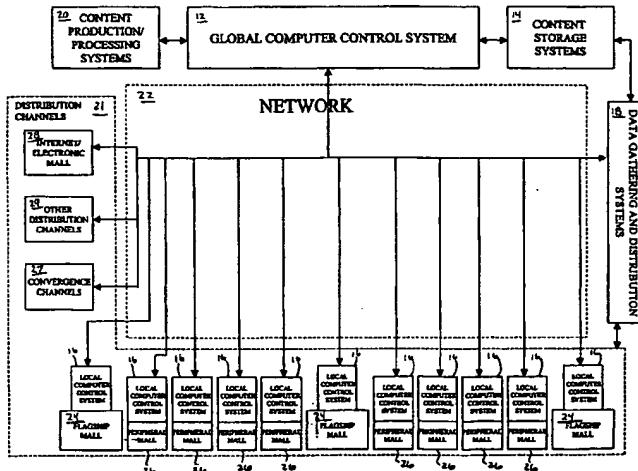
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*[Continued on next page]*

(54) Title: **IMPROVED SYSTEM FOR SEAMLESSLY INTEGRATING MULTIPLE NEW AND EXISTING PRODUCT, SERVICE, ENTERTAINMENT, PROGRAMMING AND INFORMATION DISTRIBUTION CHANNELS INCLUDING PHYSICAL AND ELECTRONIC MALLS**



(57) Abstract: A system (10) for seamlessly integrating multiple new and existing product, service, entertainment, programming and information distribution channels (21) including physical (24) and electronic malls (28) through a computer controlled fiber optic broadband network (22). The system (10) facilitates the delivery of entertainment, brand programming, products and services to consumers throughout the world, twenty-four hours a day, seven days a week, employing and seamlessly integrating the existing physical retail mall infrastructure and the relatively new electronic mall accessible over the Internet.

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